

AMENDMENTS TO THE CLAIMS:

Claims 1-34 (Cancelled)

35. (Previously Presented) A printing medium for reducing badges comprising a plastic plate of a fixed size and shape, made of a card material; the rear surface of the card material being covered by a first pressure sensitive adhesive; the first pressure sensitive adhesive being covered by paper liner backing; a second layer of pressure sensitive adhesive on the underside of the paper liner; and a rigid base adhered to the paper liner backing by the second layer of pressure sensitive adhesive, whereby the card material, first pressure sensitive adhesive, and paper liner backing being kiss cut into segments of unique sizes and shapes, and whereby the card material may be sent through a card printing machine while the second adhesive layer holds the segments in place on the rigid base and then the card material, the first pressure sensitive adhesive and paper liner backing may be pulled away from the rigid base.

Claims 36 and 37 (Cancelled)

38. (New) A method of making a badge comprising: providing a card having a front surface and a back surface; adhering a backing to the back surface of the card; cutting only the card into segments and not the backing; providing a card printer; feeding the cut card and the backing into the card printer; forming an image on the front surface of the card after cutting the card; and removing the cut card with the image on the front surface from the backing.

39. (New) The method of claim 38, wherein forming an image is one of printing, depressing, silk screening and hot stamping.

40. (New) The method of claim 38, wherein providing a card includes providing a card made of thermal printing plastic.

41. (New) The method of claim 38, wherein providing a card includes providing a polyvinylchloride card.

42. (New) The method of claim 38, wherein cutting further includes producing selvage between the segments after cutting.

43. (New) The method of claim 38, further comprising forming at least one of a slot and a hole in the segments.

44. (New) The method of claim 38, further comprising forming a depressed area in the segments to aid in alignment of at least one of a sticker, a decal, and an ornamentation applicable to the surface of the segments.

45. (New) The method of claim 38, wherein providing a card includes providing a card made of a material suitable for use as at least one of a sew-on-patch, an appliqu , and an item that can be attached to cloth by a hot iron.

46. (New) The method of claim 38, wherein cutting includes kiss cutting.

47. (New) A combination comprising:

a printing medium including

a card having a front surface and a back surface, and

a backing removably adhered to the back surface of the card, the card being cut into segments with the backing adhered thereto and the backing not being cut; and

a card printer, the cut card and the backing being fed into the card printer and the card printer capable of printing an image on the front surface of the cut card.

48. (New) The combination of claim 47, wherein the card printer forms the image by one of printing, depressing, silk screening and hot stamping.

49. (New) The combination of claim 47, wherein the card is made of thermal printing plastic.

50. (New) The combination of claim 47, wherein the card is a polyvinylchloride card.

51. (New) The combination of claim 47, wherein selvage is produced between the segments by cutting. .

52. (New) The combination of claim 47, wherein the segments include at least one of a slot and a hole.

53. (New) The combination of claim 47, wherein the segments include a depressed area to aid in alignment of at least one of a sticker, a decal, and an ornamentation applicable to the surface of the segments.

54. (New) The combination of claim 47, wherein the card is made of a material suitable for use as at least one of a sew-on-patch, an appliqu , and an item that can be attached to cloth by a hot iron.

55. (New) The combination of claim 47, wherein the card is cut by kiss cutting.